Social Media Messaging

For Prescription Drug Abuse Prevention

March 2014

PRESCRIPTION FOR DISCHARGE

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SOCIAL MEDIA MESSAGING

ABOUT THE PRESCRIPTION FOR DISCHARGE SOCIAL MEDIA MESSAGING

This social media calendar provides short, concise messaging for DAPAs, ADCOs, PAOs, health educators, leadership, family members, and all Navy supporters to share with Sailors through digital channels from March 2014 – February 2015. These messages will help educate Sailors about the safe and proper use of prescription drugs and warn Sailors of the consequences of prescription drug misuse as part of the Prescription for Discharge campaign.

Research shows that 18- to 24-year-old Sailors are active on social media, receive much of their information from these channels, and are more receptive to messages on peer-to-peer networks. These messages are intended to keep the campaign new and fresh, and have been intentionally kept brief for digital consumption.

In order to provide messaging that can be posted "as is" to social media sites, hashtags and graphics have been suggested. Additionally, please consider the following hashtags when posting your own prescription drug misuse prevention messages to fit your community: #PrescriptionForDischarge #RxSafety #ZeroTolerance #InfiniteRisks #sharingisNOTcaring #TakeBackDay #RxDrugs

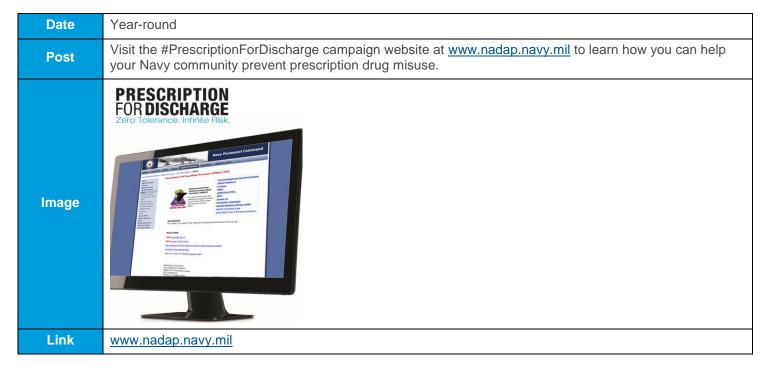
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TOPICS & MESSAGING

Launch of the Campaign

| Date | March 2014 |
|-------|--|
| Post | The U.S. Navy's Alcohol and Drug Abuse Prevention Office launched a new campaign this month, "Prescription for Discharge," aimed at educating Sailors of the safe use of prescription drugs and the consequences associated with misuse. To find out more about the campaign, visit www.nadap.navy.mil |
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| Link | http://www.flickr.com/photos/nadap_usnavy/12956417334/in/photostream |





Awareness Events and Holiday Messaging

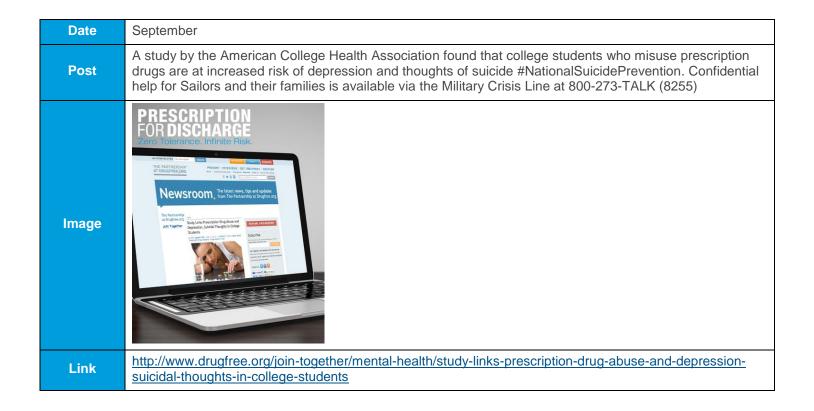
| Date | April 2014 |
|-------|--|
| Post | Do you have unused or expired medications? Take them back free of charge to your Navy Medicine facility or local pharmacy as part of National Take-Back Day on April 26. Visit www.dea.gov and click on the "Got Drugs?" banner at the top of the home page to find a participating location near you.#TakeBackDay |
| Image | PRESCRIPTION FOR DISCHARGE Zero Tolerance. Infinite Risk. |
| Link | http://www.deadiversion.usdoj.gov/drug_disposal/takeback/ |

| Date | April 2014 |
|-------|---|
| Post | Don't forget to turn in your unused or expired meds free of charge on April 26 at participating Navy Medicine facilities and local pharmacies. Visit www.dea.gov and click on the "Got Drugs?" banner at the top of the home page to find a participating location near you. #TakeBackDay |
| Image | PRESCRIPTION FOR DISCHARGE Zero Tolerance. Infinite Risk. |
| Link | http://www.deadiversion.usdoj.gov/drug_disposal/takeback/ |

| Date | April 22, 2014 |
|-------|--|
| Post | Today marks the start of the 2014 National Rx Drug Abuse Summit, bringing together the leaders in prescription drug abuse prevention. Follow @RxSummit to receive the updates from the Summit leaders! |
| Image | PRESCRIPTION FOR DISCHARGE Zero Tolerance. Infinite Risk. |
| Link | http://nationalrxdrugabusesummit.org/ |

| Date | May |
|-------|--|
| Post | May is Mental Health Month. If you think you or a friend may be struggling with prescription drug misuse or addiction, seek help immediately. Speak with your command DAPA, a doctor, or call 1-866-U-ASK-NPC. For confidential advice, call Military OneSource Confidential Counseling at 800-342-9647 or speak with your chaplain. |
| Image | PRESCRIPTION FOR DISCHARGE Zero Tolerance, Infinite Risk, |
| Link | http://www.drugabuse.gov/publications/research-reports/prescription-drugs/treating-prescription-drug-addiction |

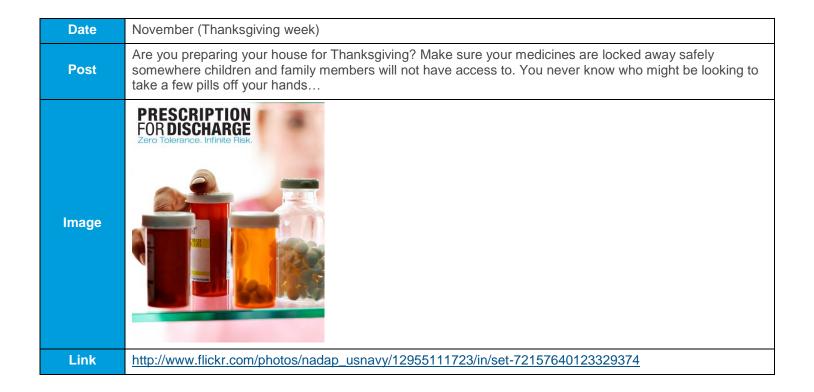
| Date | September |
|-------|---|
| Post | September is Alcohol and Drug Addiction Recovery Month. If you or someone you know is struggling with prescription drug addiction, don't wait to address it. Talk to your command DAPA or doctor, or call 1-866-U-ASK-NPC. Or seek confidential counseling with Military OneSource. #SailorsSupportingSailors |
| lmage | PRESCRIPTION FOR DISCHARGE Zero Tolerance. Infinite Risk. |
| Link | http://www.militaryonesource.mil/# |



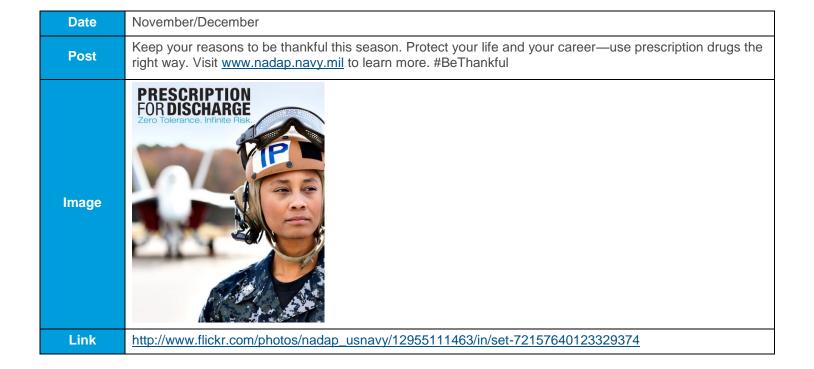
| Date | September |
|-------|--|
| Post | Prescription drug addiction can affect everyone around you. If you think you may have a problem talk to your doctor. #NationalDrugAddictionRecoveryMonth |
| lmage | PRESCRIPTION FOR DISCHARGE |
| Link | http://www.flickr.com/photos/nadap_usnavy/12955112003/in/set-72157640123329374 |

| Date | October |
|-------|--|
| Post | Help prevent prescription drug misuse. Educate yourself so you can help others identify and prevent potential prescription drug misuse. Visit www.nadap.navy.mil . #PreventionMonth #SailorsSupportingSailors |
| Image | PRESCRIPTION FOR DISCHARGE Zero Tolorance. Infinite Risk. |
| Link | www.nadap.navy.mil |

| Date | October |
|-------|--|
| Post | Prescription drug misuse is 100% preventable. Make sure you fully understand your prescription medications and your responsibilities as a Sailor for safe and proper use. #PreventionMonth #PrescriptionForDischarge |
| lmage | PRESCRIPTION FOR DISCHARGE Zero Tolerance. Infinite Risk. |
| Link | www.nadap.navy.mil |



| Date | November (Thanksgiving week) |
|-------|---|
| Post | Be thankful for family, friends, and your Navy career. Don't risk the things you're most thankful for by mistakenly misusing prescription drugs. #RxSafety #PrescriptionForDischarge #HappyThanksgiving |
| Image | PRESCRIPTION FOR DISCHARGE Zero Tolerance. Infinite Risk. |
| Link | http://www.flickr.com/photos/nadap_usnavy/12954959145/in/set-72157640123329374 |



| Date | January |
|-------|--|
| Post | What changes will you commit to this New Year's to reduce pain, improve concentration or simply live a healthy lifestyle? Have you tried yoga or meditation? #NewYearsResolution |
| lmage | PRESCRIPTION FOR DISCHARGE Zero Tolerance-Infinite Risk NEW YEAR'S REGOLUTIONS NEW YEAR'S REGOLUTIONS New Year's Resolution of the weight New Year's Resolu |
| Link | http://www.flickr.com/photos/nadap_usnavy/12954956005/in/set-72157640123329374 |

| Date | February 14, 2015 |
|-------|--|
| Post | The #PrescriptionForDischarge campaign wishes you a happy Valentine's Day! Remember to keep your loved ones safe by securing your prescription medications. #ValentinesDay #RxSafety |
| Image | PRESCRIPTION FOR DISCHARGE Zero Tolerance. Infinite Risk. |
| Link | http://www.flickr.com/photos/nadap_usnavy/12954964025/in/set-72157640123329374 |

| Date | February 16, 2015 |
|-------|--|
| Post | Happy President's Day! Are you aware of the White House's strategy to combat the nation's fastest rising drug problem, prescription drug misuse? Read up on the plan below. |
| Image | PRESCRIPTION FOR DISCHARGE Zero Tolorarcos Infinite Flask ACONTRACTOR AND ENGLANCE |
| Link | http://www.whitehouse.gov/sites/default/files/ondcp/policy-and-research/rx_abuse_plan.pdf |

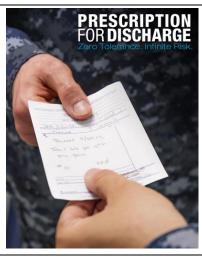
4 Steps for Proper Use of Prescription Drugs

| Post | Are you following the four steps for safe prescription drug use? Lean how to properly use and dispose of your meds at www.nadap.navy.mil . Download the #PrescriptionForDischarge campaign fact sheet or flyer to spread the word. |
|-------|--|
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| Link | http://www.flickr.com/photos/nadap_usnavy/12954956935/in/set-72157640123329374 |

Post

The #PrescriptionForDischarge campaign has four steps to help Sailors avoid any mistakes with their prescription medication. STEP ONE: Take correctly by following your doctor's orders and prescription instructions precisely.

Image



Link

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Post

#PrescriptionForDischarge Tip #2: Report new prescriptions promptly to ensure that both Navy Medical and your command are aware of your current prescriptions. Don't risk losing your career by forgetting to report your medications to the right people.

Image



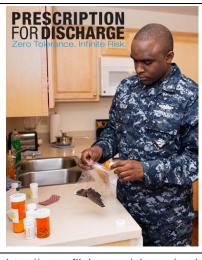
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Post

The third step in proper use of prescription drugs is to dispose of your prescriptions properly by placing unused medication in a plastic bag mixed with an undesirable substance (such as kitty litter or coffee grounds) and tossing it in the trash. And don't forget to cross out all personal information on your prescription labels. #PrescriptionForDischarge

Image



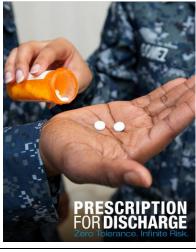
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Post

The fourth and final step Sailors should take to ensure they are not putting themselves at risk of misuse of prescription drug is to never share your prescription medication with a friend, shipmate, or family member. #sharingisNOTcaring #PrescriptionForDischarge

Image

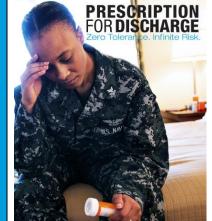


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Post

Often times people don't realize when they're misusing or abusing a prescription drug. Have you ever misused a prescription medication without knowing it? Don't put yourself in a bad situation. Learn the four steps at www.nadap.navy.mil #PrescriptionForDischarge



Image

Link

http://www.flickr.com/photos/nadap_usnavy/12955101893/in/set-72157640123329374

Proper Disposal of Prescription Drugs

Post

Do you know how to safely dispose of your expired or unused prescription medications? Hint: Flushing them down the toilet is not typically the right answer. Visit www.nadap.navy.mil or the link below to find out how. #PrescriptionForDischarge #RxSafety

Image



Link

 $\underline{http://www.fda.gov/drugs/resourcesforyou/consumers/buyingusingmedicinesafely/ensuringsafeuseofmedicines/afedisposalofmedicines/ucm186187.htm}$

Post

Do you know the four steps to disposing of prescription drugs? Protect your family, your life and your career by promptly and safely disposing of unused or expired meds. Find out how at www.nadap.navy.mil

Image

PRESCRIPTION
FOR DISCHARGE

Link

http://www.flickr.com/photos/nadap_usnavy/12955392944/in/set-72157640123329374

Post

Do you make coffee and toss out the coffee grounds? Do you have kitty litter at your house? Well now they can serve a dual-purpose: these items can be used to properly dispose of your unused or expired prescription medications. Find out more on how to dispose at www.nadap.navy.mil.#whoknew

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Do you make coffee and toss out the coffee grounds? Do you have kitty litter at your house? Well now they can serve a dual-purpose: these items can be used to properly dispose of your unused or expired prescription medications. Find out more on how to dispose at www.nadap.navy.mil.#whoknew

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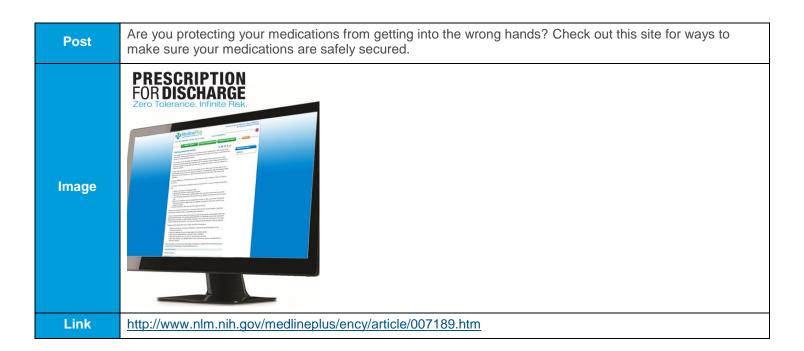
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Never Share Your Prescription Drugs

| Post | Test Your Knowledge: Did you know that more than half of prescription drug abusers obtain the medication from a family member or friend? #sharingisNOTcaring #PrescriptionForDischarge |
|-------|--|
| lmage | TEST YOUR KNOWLEDGE Did you know more than half of prescription drug abusers obtain the medicine from a family member or friend? #sharingisNOTcaring #PrescriptionForDischarge PRESCRIPTION FOR DISCHARGE Zero Tolerance. Infinite Risk. |
| Link | http://www.flickr.com/photos/nadap_usnavy/12955105403/in/set-72157640123329374 |



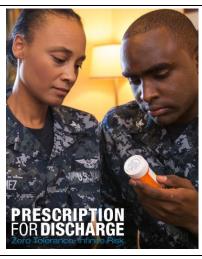
Test Your Knowledge... Myth: It's okay to take someone else's prescription medication if you have the same symptoms. **Post** Fact: Even if you have similar symptoms, another person's medication may not be right for you. Never use another person's prescription. Twitter: How much do you know about prescription drug safety? Test your knowledge here. YOUR KNOWLEDGE MYTH It's okay to take someone else's prescription medication if you have the same symptoms. FACT Even if you have similar symptoms, another person's **Image** medication may not be right for you. Neve PRESCRIPTION FOR DISCHARGE Link http://www.flickr.com/photos/nadap_usnavy/12954958055/in/set-72157640123329374



Post

Using someone else's meds or giving pills to friends or shipmates can have serious consequences. #sharingisNOTcaring #PrescriptionForDischarge

Image



Link

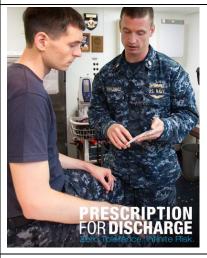
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Opioids & Pain Medication

Post

Prescription pain medication can be a great way to treat pain, but it can also be highly addictive. If you find yourself taking more than the recommended amount or for a longer amount of time than directed, consult your doctor immediately. Don't risk your life or your career. #RxSafety #PrescriptionForDischarge

Image



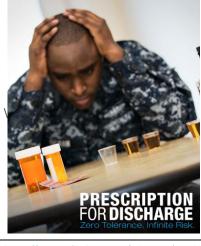
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Post

Prescription painkillers result in more overdose deaths than heroin and cocaine combined. If you think you or someone you know may have overdosed, seek help immediately. Confidential Counseling at 800-342-9647 or the Military Crisis Line at 800-273-TALK (8255). It's better to be safe than sorry. #ZeroTolerance #InfiniteRisk

Image



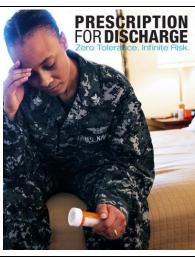
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Post

Prescription pain medication is typically meant to be a temporary solution to help you manage your pain. When misused, painkillers become a dangerous drug that puts yourself and fellow Sailors at risk. Only use prescription drugs as directed. #ZeroTolerance #InfiniteRisk

Image



Link

http://www.flickr.com/photos/nadap_usnavy/12954955525/in/set-72157640123329374

Post

Did you know there are a variety of alternative and/or supplementary ways to treat pain other than the use of prescription medication? Ask your doctor about acupuncture and stress reduction techniques like yoga, meditation, exercise and more. To learn more techniques, check out the link below.

Image



Link

http://www.nlm.nih.gov/medlineplus/pain.html

Post

Looking for an alternative way to treat your back pain or headaches? Check out some of these pain relief methods as an alternative or supplement to prescription medication, including a massage! #whodoesntloveamassage Always consult your doctor before stopping taking a prescription medication.

Image



Link

http://www.healthline.com/galecontent/alternative-complementary-and-integrative-medicine

Mixing prescription drugs with other medications or alcohol heightens the risk of a fatal overdose. In fact, the rate of overdose death from prescription painkillers has more than tripled in the past decade. #RxSafety #ZeroTolerance #InfiniteRisk

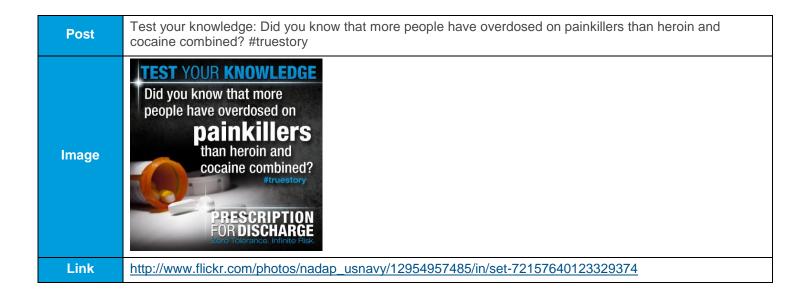
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Zero Tolerance. Infinite Risk

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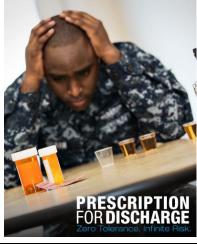


Prescription Drug Misuse & Abuse

Post

Misusing and abusing prescription drugs can be just as hazardous to your health as illegal drugs. And they can also be just as dangerous to your career. #PrescriptionForDischarge #ZeroTolerance #InfiniteRisk

Link



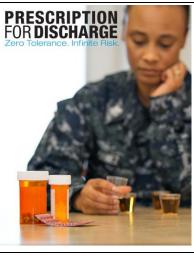
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Post

Prescription drugs, when misused, can be just as dangerous to your health as illicit drugs such as heroin and cocaine. Rule of thumb: Always follow your doctor's orders. #PrescriptionForDischarge #RxSafety

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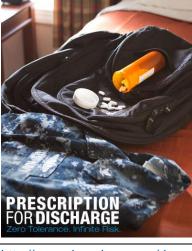
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Post

Are you prescribed to sleep medications, pain medications or stimulants such as Adderall? Did you know that these are some of the most commonly abused drugs? Safeguard your meds so they don't fall into the wrong hands. #sharingisNOTcaring

Image



Link

http://www.drugabuse.gov/drugs-abuse/commonly-abused-drugs/commonly-abused-prescription-drugs-chart

Post

Test Your Knowledge: Did you know that about 6,600 Americans start abusing prescription drugs each day? #ZeroTolerance #InfiniteRisk

Image



Link

 $\underline{http://www.drugabuse.gov/publications/research-reports/prescription-drugs/trends-in-prescription-drugs}\\ \underline{abuse/how-many-people-abuse-prescription-drugs}$

Post

Adderall is classified as a drug with a high potential for misuse. Mixing this drug or a similar form of amphetamine with alcohol can be dangerous and can lead to alcohol poisoning without the warning signs. #RxSafety #DrinkResponsibly

Image



Link

http://www.drugs.com/food-interactions/amphetamine-dextroamphetamine,adderall-xr.html

Navy-Specific Messaging

Post

Medical personnel play a big role in ensuring safe use of prescription drugs for Sailors and their family members. Make sure your patients know the correct dosage of their meds—and when to dispose of their meds—before they start taking them. Providers can access #RxSafety materials at www.nadap.navy.mil.



Image/Link

Link

http://www.flickr.com/photos/nadap_usnavy/12955385294/in/set-72157640123329374

Post

The Navy's zero tolerance policy for drug abuse applies to the misuse of prescription drugs too. Don't risk your career or your life by abusing prescription drugs. #PrescriptionForDischarge #ZeroTolerance #InfiniteRisk

Image



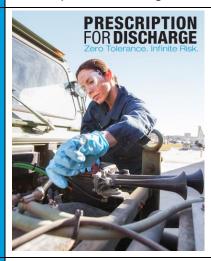
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Post

The number one priority of the Navy is to keep their Sailors mission ready. Misuse of prescription drugs poses a harmful threat to the readiness of Sailors and their missions. Don't put yourself or your fellow shipmates at risk by misusing a prescription drug. Learn more at www.nadap.navy.mil #PrescriptionForDischarge

Image/Link



Link

http://www.flickr.com/photos/nadap_usnavy/12954959145/in/set-72157640123329374

Test Your Knowledge: Did you know that more than 500 Sailors popped positive for illegal prescription drug use in the past two years? Be smart. Don't misuse. Visit www.nadap.navy.mil #PrescriptionForDischarge #ZeroTolerance #InfiniteRisk

TEST YOUR KNOWLEDGE

Did you know that more than 500 Sailors popped positive for illegal prescription drug use in the past two years?

Be smart. Don't abuse.

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Deployment & Reintegration

Post phy

Link

During deployment, you may rely more heavily on your prescription medications due to the increased physical and mental demands. Consult your doctor before, during and after deployment to monitor your health and prescription drug use. #RxSafety

Image



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Post

Are you having trouble sleeping? Do NOT self-prescribe sleeping medication that may have been leftover from a previous prescription or prescribed to a shipmate. Consult your doctor before taking any prescription medication, especially sleeping pills. #PrescriptionForDischarge #sleepwell

Image



Link

http://www.flickr.com/photos/nadap_usnavy/12955111053/in/set-72157640123329374

Post

Did you return from your deployment with a plastic bag filled with unused medication? Dispose of any unused or expired prescription drugs properly and promptly. Learn more at www.nadap.navy.mil. #WelcomeHome

Image



Link

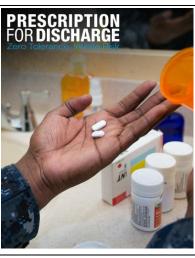
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Navy Families & Spouses

Post

As a Navy family member or spouse, are you tempted to play the role of your family member's doctor to help your Sailor reduce their pain or sleep better? Never play the role of their doctor by offering your loved ones prescription drugs that they have not been prescribed—it could cost them their life and their career. #sharingisNOTcaring

Image



Link

http://www.flickr.com/photos/nadap_usnavy/12955106633/in/set-72157640123329374

Post

Family members and spouses can play a big role in preventing prescription drug misuse among their Sailors. Learn more about how to prevent prescription drug misuse in your home at www.nadap.navy.mil #PrescriptionForDischarge

Image



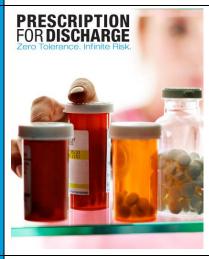
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Post

Learn more about keeping your family safe by keeping your medications safely stored in a dark, dry place out of reach from others—especially kids! #RxSafety

Image



Link

http://www.flickr.com/photos/nadap_usnavy/12954962645/in/set-72157640123329374

Post

If you have unused or expired prescription medicine lying around the house, be sure to dispose of it promptly and properly. Enlist the help of a family member or caregiver to put it in a plastic bag mixed with used coffee grounds and throw it in the trash. And make sure they cross out any personal information on the prescription labels before recycling the bottles!

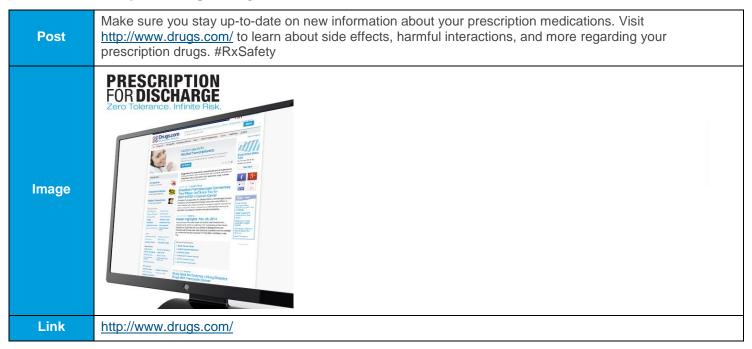
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General Prescription Drug Safety

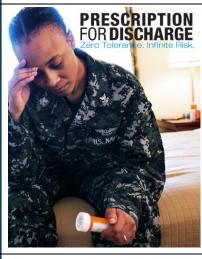




Post

If you have trouble keeping track of your prescription medications, try using a pill holder to plan out your week or month's worth of meds. No more wondering whether or not you took your pills for the day. #RxSafety

Image



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http://www.flickr.com/photos/nadap_usnavy/12955102263/in/set-72157640123329374

Post

How well do you know the medications you're taking? Read up on your medications here. #RxSafety #KnowledgelsPower



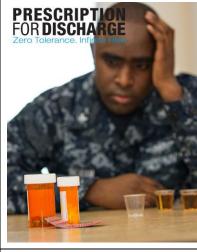
Image/Link

http://www.mayoclinic.com/health/drug-information/DrugHerbIndex

Post

Some medications—including many popular painkillers and cough, cold, and allergy remedies—contain ingredients that can react negatively with alcohol. Before drinking, find out how your medication may react with alcohol. #RxSafety #DrinkResponsibly

Image



Link

http://pubs.niaaa.nih.gov/publications/Medicine/medicine.htm